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**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

<u>Contract / Revision</u> 579299 /		<u>Alt Order #</u>
<u>Product</u> TV		
<u>Contract Dates</u> 10/01/12 - 10/04/12	<u>Estimate #</u> 252	
<u>Advertiser</u> Women Speak Out Pac		<u>Original Date / Revision</u> 09/27/12 / 09/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> John Zarlenga	<u>Sales Office</u> Cleveland
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Design 4-Tampa**  
**106 North Collins Street**  
**Plant City, FL 33563**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	8	10/03/12	10/03/12	M-F 6a-9a	6a-9a Rotator		1:00			NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$4,800.00			
N 2	8	10/02/12	10/02/12	M-F 6p-7p News	6p-7p News		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$3,200.00			
N 3	8	10/01/12	10/04/12	M-F 6p-7p News	6p-7p News		1:00			NM	3	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-WT---				3	\$6,400.00			
N 4	8	10/03/12	10/03/12	Late News Rotator	10p-11p Rotator		:30			NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--W----				1	\$3,400.00			
N 5	8	10/02/12	10/04/12	Late News Rotator	10p-11p Rotator		1:00			NM	2	\$13,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-T---				2	\$6,800.00			
<b>Totals</b>											<b>8</b>	<b>\$44,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/04/12	8	\$44,200.00	\$37,570.00
<b>Totals</b>	<b>8</b>	<b>\$44,200.00</b>	<b>\$37,570.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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